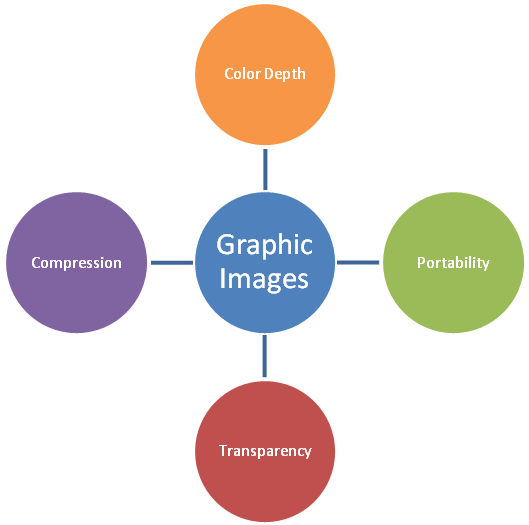
Graphic Images

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.

Below your diagram define what is meant by each of the terms in the attached circles:

Color depth: explain how to determine the number of colors supported by knowing bit size. In your example show how many colors an 8 bit pixel can support (28).

Compression: include a description of the lossy and lossless formats.

Portability: include in your description a reason why portability is important.

Transparency: include in your description a reason why you would use transparency.

Raster versus Vector

DIRECTIONS: for each of the following items identify whether it is associated with a raster graphic format or a vector graphic format.

1) Photorealistic graphics

2) Graphics that will be scaled. Especially when made larger

3) Resolution independent

4) Animation

5) Logos

6) Clip art

7) Small file sizes

8) Compression: lossy or lossless

9) Edited in draw programs

10) Edited in paint programs

11) Support millions of colors

12) Architectural drawings

13) Composed of mathematical formulas that define lines and drawing points

14) Composed of a grid of pixels

15) Can lose image quality when resized

16) Usually have a fixed resolution (number of pixels per inch)

17) Adobe Illustrator files (.ai)

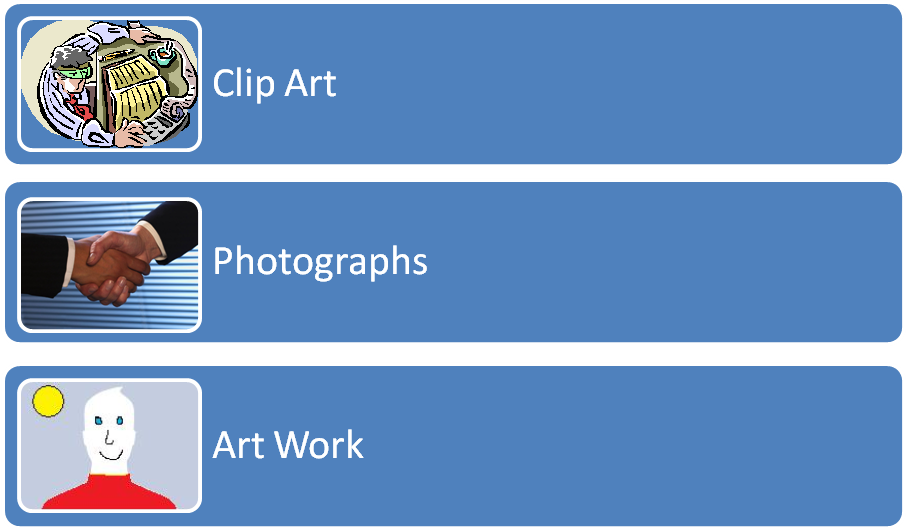
18) Graphic Interchange Format files (.gif)

19) JPEG files (.jpg)

20 ) Corel Draw files (.cdr)

Types of Images

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.



Add an example of clip art to one shape, a photograph to another shape and a piece of art work you have created to the third shape. Next to each example identify the file format and pixel dimensions (size).

Vector Graphic

MC900296280[1]DIRECTIONS: insert a flower (clip art), ungroup and change the look of the flower (delete/color).  
 See example.

Edited (daisy)

Original (daisy)

Resolution

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.

In each of the attached shapes define what is meant by the term. For resolution dependent and independent identify whether it is a factor of a raster or a vector. For DPI and PPI identify whether the resolution measurement is related to displaying a graphic or printing a graphic.

Matching

Aspect ratio Pattern Cloning Cropping Texture  
Watermark Gradient Filter Layering Transparency

**DIRECTIONS**: Match the word from the area above next to its corresponding clue below. Write your answer, clearly and neatly, next to the clue.

Removing the background color of a raster image to allow the image to blend in with its background

Relationship of an object’s width to its height

Compiling multiple pictures or objects together into one image

Raster graphics applied as a fill

Filling an object/image with a smooth transition of colors

Used to apply special affects to an image

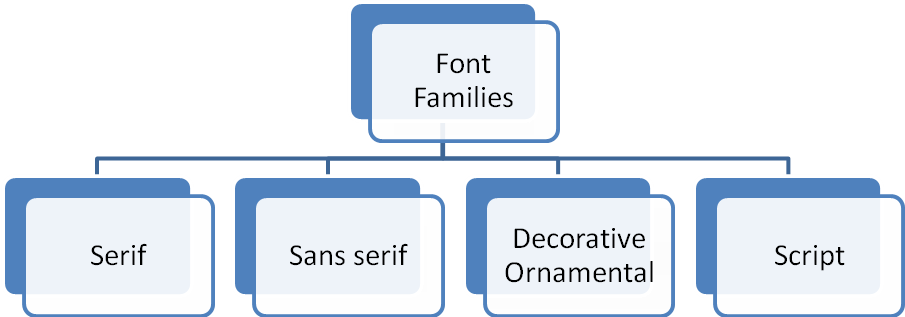
Copying part of an image and placing it elsewhere

An object usually found behind text, typically faded or washed-out

The simulated feel of a surface, often used as a background

Removing a part of an image

Typeface Categories

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.

Below your diagram define what is meant by each of the terms in the attached shapes: what is unique about the way the characters appear? How is this typeface typically used? Include two different examples of each typeface with your answers.

Matching

Monospace Proportional Leading Kerning Tracking

**DIRECTIONS**: Match the word from the area above next to its corresponding clue below. Write your answer, clearly and neatly, next to the clue.

Change the horizontal spacing between pairs of letters

All characters and letters share an equal amount of space

Change the horizontal spacing between all the letters in words or a block of text

Characters and letters take up space relative to their size

Change the vertical spacing between lines of text

Color

DIRECTIONS: answer each of the following questions.

1) Describe what is meant by the “value” of color?

2) Describe what is meant by the “saturation” of color?

3) Explain the difference between a tint and a shade.

4) What do we mean when we say colors are symbolic and have meaning?

- Identify three different “cool colors” and describe a use for a cool color in a design.

- Identify three different “warm colors” and describe a use for a warm color in a design.

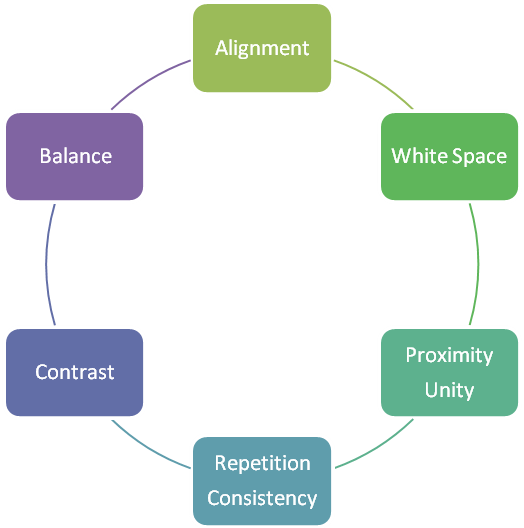
5) Computer monitors display using the additive RGB color mode. What does that mean?

6) Color printers use the subtractive CYMK color mode. What does that mean?

7) How can colors be used to provide contrast in a design?

Principles of Design

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.



Below your diagram define what is meant by each of the terms in the attached shapes:

Balance: include a description of symmetrical, asymmetrical and radial balance.

Contrast: include examples of three different ways you can add contrast to your design.

Alignment: include a comparison of horizontal versus vertical alignment.

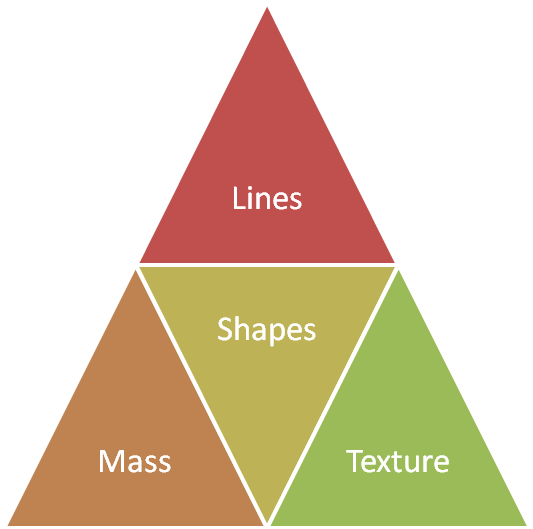
Repetition/Consistency: include an explanation why this design principle is important.

Proximity/Unity: include an explanation why this design principle is important.

White space: include an explanation why this design principle is important.

Elements of Design

DIRECTIONS: using SmartArt in Microsoft Word create the following diagram then complete the activity as directed below.



Below your diagram define what is meant by each of the terms in the shapes, include an example and explain how each element can contribute to your design.

Desktop Publishing Layout and Format

DIRECTIONS: explain how each of the following terms is an important consideration during the process of designing and formatting a publication.

Template

Guidelines (margin, ruler and column)

Grid

Prototype

Master page

Matching

Master page Prototype Template Grid Guides

Pull quote Watermark Drop cap Bleed Caption

Jumpline End mark Reverse text Nameplate Masthead

Sidebar Byline Running text Balloon Margin

**DIRECTIONS**: Match the word from the area above next to its corresponding clue below. Write your answer, clearly and neatly, next to the clue.

A standard pre-formatted layout

Circle or bubble enclosing copy in an illustration, often used in cartoons

Non-printing lines that assist in placing objects

Name of author or contributor of photo or article

Also known as mockup; an example of how the final document should appear

Also known as call-out; a label used to identify what’s in an illustration

A smaller self-contained story inside a larger one usually boxed and set off from the main text

Includes items and formats common to every page; used to maintain layout consistency

Banner on the front of a document that identifies the publication

Indicates the space between the edge of the page and the document contents

A small section of text taken from the article put in a larger font size; is used to draw attention

At the end of a continuing article; tells readers which page to refer to for the rest of the article

Used to ensure consistent placement of objects throughout multiple documents

A print effect in which layout, type, or pictures appear to run off the edge of a page

Dark background and light text; used for emphasis

An enlarged character at the beginning of a paragraph; used to grab the reader’s attention

Contains the name of the publisher; usually appears on page 2 of the document

A symbol, such as a wingding, that indicates the end of an article

A semitransparent image in the background of printed material

Repeated text found at the top and/or bottom of a document page

Vector versus Raster

DIRECTIONS: decide whether each statement below is true or false.

Raster graphics are better for realistic images and photographs.

Raster images can easily be converted to vector images but vector images are hard to convert to raster images.

Vector file are larger than raster files.

Raster graphics become pixilated when enlarged.

Vector graphics degrade in quality when scaled (resized).

Meta graphic formats can contain both vector and raster data.

Animation

DIRECTIONS: answer the following questions.

1. A flipbook is an example of what type of animation?
2. Why is fps (frames per second) and important consideration when creating an animation?
3. What are MP3 and WAV? What are the advantages of each?
4. Morphing animation uses tweening. What is tweening?
5. How is stop motion animation created? Give an example.
6. Describe the rollover or mouseover effect. Find a website that uses this effect and include the URL with your answer.
7. Identify the 5 different animation file types. Describe each type.
8. What’s the difference between streaming rate and playback rate? What happens if the streaming rate is 10 fps and the playback rate is 20 fps?
9. Why is streaming used when delivering animation and video over the Internet?
10. What is bandwidth? Explain how it affects the display of animation.